

## 5 CLAIMS

What is claimed is:

## 1. A digital presentation system comprising:

- 10 a. a Scheduling Server itself comprising of:
- i. computer processor means for processing data,
  - ii. storage means for storing data on a storage medium,
  - iii. data transceiver means;
- 15 b. a Transmission Control System itself comprising of:
- i. computer processor means for processing data,
  - ii. storage means for storing data on a storage medium,
  - iii. data transceiver means;
- 20 c. at least one individual workstation itself comprising of:
- i. computer processor means for processing data,
  - ii. graphical interface for campaign planning, execution and follow-up,
  - iii. storage means for storing data on a storage medium,
  - iv. media encoding/transcoding means,
  - v. transceiver means;
- 25 d. at least one visual display sub-system comprising of:
- i. at least one visual display screen,
  - ii. a display controller connected to said visual display screen comprising:
    - 30 (1) computer processor means for processing data,
    - (2) storage means for storing data on a storage medium,
    - (3) means for decoding and presenting multimedia content on one or more of said display screens,
  - iii. data transceiver means;
- e. a first data communication network connecting said Scheduling Server

5                   said Transmission Control System and said individual workstation(s)  
through their respective transceiver means;

f.       a second data communication network connecting said Transmission  
Control System and said visual display sub-system(s) through their  
respective transceiver means;

10       g.       first means for processing data to determine the availability of air time  
periods on each said visual display sub-system;

h.       second means for processing data to select and reserve available air time  
period on each said visual display sub-system;

15       i.       third means for processing data to associate one or more multimedia  
content to be displayed to each said reserved air time period;

j.       first means for transmitting said multimedia content to the corresponding  
visual display sub-system;

20       k.       second means displaying said multimedia content on the corresponding  
display screen during the corresponding time period.

2.       A visual presentation system as claimed in claim 1, further comprising first means  
for inputting and storing demographic data in relation to the geographic location  
of each visual display sub-system.

25       3.       A digital presentation system as claimed in claim 1 further comprising:  
a.       second means for inputting and storing data related to the multimedia  
content preferences of each user of the digital presentation system;  
b.       third means for inputting data related to the air time period preferences of  
each user of the digital presentation system;  
30       c.       fourth means for processing data to determine for each visual display sub-  
system, the actual play list by optimally correlating said available air time  
periods, said air time period preferences, and said multimedia content  
preferences.

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4. A digital presentation system as claimed in claim 3 wherein said fourth means for processing data comprises:
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- a. means to determine, for each said visual display and for a predetermined air time period, the duration of any unreserved air time period,
  - b. means to fill each said unreserved air time period with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.
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5. A digital presentation system as claimed in claim 2 further comprising:
- a. second means for inputting and storing data related to the multimedia content preferences of each user of the digital presentation system;
  - b. third means for inputting data related to the air time period preferences of each user of the digital presentation system;
  - c. fourth means for processing data to determine for each visual display sub-system, the actual play list by optimally correlating said available air time periods, said air time period preferences, and said multimedia content preferences.
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6. A digital presentation system as claimed in claim 5 wherein said fourth means for processing data comprises:
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- a. means to determine, for each said visual display and for a predetermined air time period, the duration of any unreserved air time period,
  - b. means to fill each said unreserved air time period with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.
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7. A digital presentation system as claimed in claim 2 further comprising:
- a. second means for inputting and storing data related to the multimedia content preferences of each user of the digital presentation system;
  - b. third means for inputting data related to the air time period preferences of

- 5 each user of the digital presentation system;
- c. fourth means for inputting and storing data related to the demographic preferences of each user of the digital presentation system;
- d. fourth means for processing data to determine for each visual display sub-system, the actual play list by optimally correlating said available air time
- 10 periods, said air time period preferences, said multimedia content preferences, said demographic data and said demographic preferences.
8. A digital presentation system as claimed in claim 7 wherein said fourth means for processing data comprises:
- 15 a. means to determine, for each said visual display and for a predetermined air time period, the duration of any unreserved air time period,
- b. means to fill each said unreserved air time period with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.
- 20 9. A digital presentation system as claimed in claim 1 wherein said first data transmission network is a high bandwidth network.
10. A digital presentation system as claimed in claim 2 wherein said first data
- 25 transmission network is a high bandwidth network.
11. A digital presentation system as claimed in claim 3 wherein said first data transmission network is a high bandwidth network.
- 30 12. A digital presentation system as claimed in claim 4 wherein said first data transmission network is a high bandwidth network.
13. A digital presentation system as claimed in claim 5 wherein said first data transmission network is a high bandwidth network.

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14. A digital presentation system as claimed in claim 6 wherein said first data transmission network is a high bandwidth network.

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15. A digital presentation system as claimed in claim 7 wherein said first data transmission network is a high bandwidth network.

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16. A digital presentation system as claimed in claim 8 wherein said first data transmission network is a high bandwidth network.

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17. A digital presentation system as claimed in claim 16 wherein said second data transmission network is a satellite network.

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18. A digital presentation system as claimed in claim 16 wherein said first data transmission network is a television network.

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19. A digital presentation system as claimed in claim 18 wherein said display screens are television sets.

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20. A digital presentation system as claimed in claim 19 wherein said display controller is a television station.

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21. A digital presentation system as claimed in claim 2 wherein said Scheduling Server storage means includes a database containing data records relating to each said display screen, including data relating to:

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- a. its geographical location,
- b. available air time periods,
- c. demographic data,
- d. traffic patterns.

- 5           22.    A digital presentation system as claimed in claim 21 further including data relating to budgetary restrictions.
23.    A digital presentation system as claimed in claim 21 further including data relating to air time restrictions.
- 10           24.    A digital presentation system as claimed in claim 21 further including data relating to target audience size.
25.    A digital presentation system as claimed in claim 21 further including data relating to industry restrictions.
- 15           26.    A digital presentation system as claimed in claim 21 further including data relating to market penetration.
- 20           27.    A digital presentation system as claimed in claim 21 further including data relating to:
- a.     budgetary restrictions,
- b.     air time restrictions,
- 25           c.     target audience size,
- d.     industry restrictions,
- e.     market penetration.
- 30           28.    A method for the display of multimedia content on one or more display screens which are themselves connected to one or more display controllers to a scheduling server and a transmission control system via a data communication network comprising the following steps:
- a.     selecting the multimedia content to be displayed;
- b.     storing said content on the scheduling server;

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- c. selecting one of said display screens on which the content is to be displayed;
  - d. storing such display screen selection on said scheduling server;
  - e. selecting a time interval during which said content is to be displayed on said display screen;
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- f. storing said time interval selection on said scheduling server;
  - g. transmitting said stored content and said stored time interval selection to the display controller connected to said selected display screen;
  - h. displaying the selected content on the selected display screen during the selected time interval.
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